

Casino Operations: Leveraging Analytics Technology

The Global Gaming Expo (G2E) is the world's premier gaming event that brings together gaming executives, buyers and industry professionals to conduct serious business. It's the most in-depth source of new products, ideas and information about gaming on the planet.

Held in November in Las Vegas, this year's G2E included a lively panel discussion titled "Casino Operations: Leveraging Analytics Technology." The expert panel included Ed McDonald, Director of SAS' customer intelligence pre-sales team, along with representatives from Oracle, Microsoft and Konami Gaming.

Despite the early hour of the panel discussion, 100 attendees learned how casinos can – and should – use analytics to better understand their operations in real time. The panel described current and emerging technology solutions that will help casinos turn existing operations data into real-time information that creates competitive advantage and more loyal customers, including:

- How real-time decision making affects key moments of truth at customer touchpoints.
- The role of analytics in driving marketing ROI.
- Why it's critical to establish key customer metrics using your BI initiative.
- The steps for orchestrating a well-planned communication strategy over time for key customer segments.

Did you miss G2E this year? Make plans to stop by and see us at next year's expo. And in the meantime, learn more about [SAS solutions for casinos and gaming](#).